



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

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Temple CVB Observes Texas Tourism Week

TEMPLE, TX: In recognition of the Texas travel industry and its important contribution to the economy of Texas, Gov. Rick Perry has proclaimed May 5-13 Texas Tourism Week. He is urging Texas cities to promote tourism awareness in their respective communities.

Temple will join in this celebration with a variety of activities designed to promote the wonderful treasures of this community.

- The Seventh Annual Discover the Visitor Center Open House will be held on Friday, May 11. All Temple visitors and residents will be invited to the Visitor Center for refreshments throughout the day.
- Specials and discounts for area attractions will be offered through the Temple CVB Facebook page.
- The Totally Temple Photo Challenge will be held all week. This contest invites Temple residents and visitors to capture the unique sites that make Temple special. Participants will compete for prizes in a variety of categories by submitting pictures, along with a name, short description and category to sfarias@templetx.gov. The categories with examples are as follows:

Temple After Hours - Your night will be filled with fun at anyone of these downtown locations: O'briens, Green Door, J kowboy, In the Mood Ballroom. Grab a photo of what you think is the best entertainment Temple has to offer!

Historic Temple - Throughout the city, remnants of the past can be seen in many historically significant structures. Highlight your favorite glimpse of the past.

Wildflowers - Temple TX is the wildflower capital of Texas. Snap a picture of your favorite wildflowers.

Temple Knowledge - Temple is more than you expect with various facilities that highlight the importance of education such as CAC, Temple Library, Railroad and Heritage Museum, and Czech Heritage Museum. Any one of these provides the perfect photo opportunity.

Explore Outdoors - Temple has a variety of parks and trails to enjoy. Showcase the temple outdoor beauty with a picture of your favorite outdoor location. With 58 developed parks and special use facilities in Temple, you will be pleased to find that no matter where you are in Temple you are not too far from a park.

Temple Culture - Temple has so much to discover! Explore the artistic and cultural side of Temple but sure to check out: Temple Civic Theatre, Temple Symphony Orchestra, and the CAC.

Favorite Thing about Temple - Capture the essence of what is truly Temple TX. Frame what you love with the lens and let everyone know what you love most about Temple!

Bonus Snapshot - Score extra points with the judges by capturing a shot of an official City of Temple logo!

Photos must be submitted by **Midnight May 10**, to be considered for judging. Winners will be announced throughout the day Friday May 11, on the Temple CVB Facebook page. No registration required. Each photo submission qualifies for a chance in a drawing for prizes. The drawing will be held **May 11, at the Temple Visitor's Center from 12pm-1pm**. Must be present to win. If you have questions about the Totally Temple Photo Challenge, please contact Sennett Farias at 254-298-5418, email sfarias@templetx.gov or message us on our Facebook page at www.facebook.com/templecvb.

"Tourism has long been recognized as an economic development tool that generates revenue and jobs," said Ken Cicora, Director of the City of Temple Parks and Leisure Services Department. "Our citizens are encouraged to take part in the week's activities as we promote the tourism professionals and attractions in our community. They truly do have a positive impact on Temple's economy."

For more information about Temple Tourism Week, call the Temple Visitor Center at 298-5900 or visit www.discovertemple.com.